

IT PAYS TO DEAL AT

Goldenberg's

BOTH SIDES OF 7TH AT K ST. "THE DEPENDABLE STORE"

Special Notice

It has always been our endeavor to bring prices back to old-time levels, and in line with this policy we beg to announce that, beginning tomorrow,

The Price of Our Ice Cream Sodas Will Be Reduced From 17c to 10c. Tax, 1c.

We are confident this will be good news to the patrons of our Soda Fountain and Luncheonette.

A "Headliner" in Wanted Summer Wash Goods

\$1 Quality 45-Inch Swiss Organdie

Imported From Switzerland
In Every Popular Color
Absolutely Perfect
Quality

69c

These are the world's finest Organdies, and include the renowned "Stoffel" Swiss fabrics, as well as others of equal prominence. A tremendous purchase at a liberal price concession enables us to offer our customers wonderful savings right at a time when the demand for these lovely summer wash fabrics is at its height.

You Will Find All the Sought-After Summer Shades in the Assortment

These Organdies are the finest, sheerest transparent grades imported from Switzerland, with beautiful permanent finish. They launder to perfection and retain their beauty and crispness indefinitely. Every yard fresh, new and perfect. The extra width—45 inches—is a feature worth emphasizing.

We state they are \$1.00 value—although the same qualities generally sell elsewhere at \$1.25 yard. Sale price, 69c yard.

Just Arrived—A New Shipment of

35c 34-Inch Colored Linene and Beach Suitings

The most popular cotton material for one-piece jumper dresses, 8,000 yards, just unpacked. Judging from previous sales, this quantity will not last long—come early to avoid disappointment. In a large assortment of wanted colors, also white.

19c

50c 36 and 40 Inch Printed Voiles, 33c

These are in the popular dark grounds. Qualities include extra fine twill weaves in plain colored grounds, also handsome mercerized self-color stripes and dainty shower weave effects, with up-to-date designs.

\$1.25 45-Inch Imported Ramie Linen, 98c

45-inch Imported Ramie Linen, made in Belgium—strictly pure linen quality. Colors include open, rose, light blue, mustard, pink and navy blue.

Goldenberg's—First Floor.

25c Yard-Wide New Checked Percales At 19c Yard

These are the identical styles so much sought after in high-class gingham. Right now in greatest demand for one-piece summer frocks. Warranted fast colors—every yard perfect.

Choose from various styles in plain and broken checks—just what is wanted. Favorite summer colors include red, navy, lavender, green, brown, pink, and light blue checks.

39c 32-Inch Dress Gingham, 25c

The newest thing on the market. Shown in an array of all the wanted styles in the popular checks, including plain, two-color and most fancy checks. A varied assortment of beautiful colors. Perfect quality—washes perfectly. Fast colors—dyes in the yard.

25c 32-Inch Peggy Cloth, 19c

A superior fabric of the gingham family—sturdy, close woven and serviceable. In all wanted plain colors. Especially adapted for children's rompers, boys' wash suits and women's dresses. Fast colors. Goldenberg's—First Floor.

Women's \$3.00 Silk-Top Union Suits, \$1.89

Nationally-Known "Kaysen" Brand

A real chance for savings on high-grade summer underwear. Women's Silk-top Union Suits—the famed "Kaysen" make—low neck and sleeveless; reinforced underarm shield; tight knee. Bodice and built-up shoulder strap models, in pink and white. Reduced to \$1.89 a suit.

Women's \$3.00 Union Suits, \$2.39

Women's Mishaue Mercerized Lisle Union Suits, made with band-top and loose knee; regular and extra sizes. Perfect quality.

Fiber-Silk Sweaters Reduced to \$7.98

Women's Fiber Silk Tuxedo Sweaters, in a large assortment of styles for sports and dress wear. Shown in all fashion's most favored shades, including Navy, Harding Blue, Jade, Bisque and Henna. Stylish tie-belt and pocket models.

Women's Fiber Sweaters, \$4.98

Women's Tuxedo Fiber Sweaters, made with tie belt, light and medium colors, including Blue, Bisque, Harding Blue and Navy Blue. Goldenberg's—Third Floor.

Laces, Nets and Embroideries

At Typical July Clearance Sale Prices

Organdie Flouncings, 36 inches wide, in plain and cream colors, tucked and ruffled styles; also some with ruffles and tucks combined. Worth \$2.49. \$1.49

Oriental Flouncings, 18 inches wide, in white and cream colors; in scroll and floral designs; worth \$1.00. 79c

All-over Radium and Shadow Laces, 36 inches wide, in white, cream, navy and black. Worth \$2.49. \$1.89

Cream and White Laces, in torchon, cluny, crocheted valenciennes. Worth 8c and 5c. 10c

72-inch Cotton Net, in white only, firm-woven quality, in demand for waists, children's dresses and trimmings. 69c

Worth \$1.00

Ribbons

At Clearance Sale Prices

Beautiful Ribbons, of every description; widths up to 8 1/2 inches; choice of dresdens, satins and moire, in plain or satin stripe effects for sashes. 66c

Moire Ribbons, plain and novelty patterns, in every shade; for hair bows; 5 inches wide. 30c

Moire Taffeta Ribbons, four inches wide; plenty of light colors. Worth 23c. 16c

Wash Ribbons, in flowered designs, also plain satin; 1 inch wide, in all shades, for making bows and underwear purposes. Worth 12 1/2c yard. 8 1/2c

Goldenberg's—First Floor.



July Clearance Sale of Men's and Young Men's Suits

This annual clearance event affords every thrifty man an opportunity to purchase a new suit at an unusual saving. We've reduced prices without regard for profit or cost—our sole object is clearance.

Three-Piece Cloth Suits \$13.50

Men's and Young Men's Cloth Suits, well tailored and full cut. Three-piece models of good wearing materials. Sizes 35, 36, 37, 38, 40 and 42 only.

Men's and Young Men's Suits \$17.95

This underprice group includes Blue Serges and fancy mixtures, in regular sizes, 32 to 42 only. A few suits with extra pair of trousers. Wonderful values at \$17.95.

Young Men's Trousers, \$3.95

Broken lots of young men's trousers of good grade wool mixtures in neat fancy patterns and a few Oxford. Sizes 28 to 35 only, and extra sizes 44 and 48.

Goldenberg's Clothes Shop for Men—First Floor.

Notions

At July Clearance Sale Prices

Good Quality Sewing Silk, 50-yard spools, in black and colors. Sold regularly at 10c spool. 5c

Dressmakers' Pins, in bulk; one-quarter pound boxes. Regularly 25c. 21c

Early 25c

FOUR for 25c

Colla Buttons, one-piece composition; one dozen on card. Regularly 5c card. TWO cards for 10c

Tintex, for dyeing and recoloring delicate fabrics; box, 18c

White Cotton Tape, 24-yard rolls. 17c

Sanitary Napkins, SIX in carton. 25c

Safety Pins, one dozen; assorted sizes on card. 10c kind. 7c

Water Wings, regular 5c pair. 4c

Steel Scissors, good quality, worth 59c pair. 49c

Good Quality Pins, 400 in box. THREE papers for 25c

Goldenberg's—First Floor.

Bag Frames 79c

Up to \$1.50 Values

Bag Frames, in tortoise shell effects and metal styles, shown in all the most desirable sizes and designs. Choice of shell, amber and gray effects, also plain and fancy carved styles.

Goldenberg's—Third Floor.

Clearance Sale of Summer Housefurnishings

<p>8 1/2 Wash Tubs—Galvanized Iron Wash Tubs, large size. 89c</p>	<p>Gas or Oil Stove—With lining, one burner. \$1.59</p>	<p>\$2.00 Enterprise Food Choppers—Heavy iron, retined food choppers with four cutters; large size. \$2.09</p>	<p>Brooms—Four-string Corn Straw Brooms, well made. 43c</p>	<p>\$1.25 Covered Cooking Kettle—6-qt. trade size. \$1.29</p>	<p>Garden Hose—Extra quality, 5-ply Garden Hose, 25-foot length, complete with combination brass nozzle. \$3.98</p>
<p>Wicker Chair—Triangle shape, long adjustable handle. 87c</p>	<p>Crystal Glass Wash Boards, in strongly made wooden frame. 63c</p>	<p>\$1.25 Aluminum Frying Pans 89c —Large size, long handle.</p>	<p>Steel Knives and Forks, assorted styles; regularly \$2.99. Set of six each. \$2.19</p>	<p>Grass King Lawn Mowers, easy running, steel blades, 14-inch size. \$7.49</p>	<p>\$2.25 Extra Heavy Wash Boiler—Galvanized Iron Wash Boiler, large No. 8 size, a boiler made for service. \$1.49</p>

July Clearance Sale of High-Grade Sewing Machines

Singer, White, Domestic and Standard

And Other Well Known Makes at Remarkable Savings—\$1 a Week Pays for Any Machine

<p>Singer, \$31.50 (Rebuilt machine, mechanically inspected and guaranteed.)</p>	<p>White Rotary Rebuilt—mechanically inspected. \$29.75</p>	<p>\$80.00 Domestic Cabinet \$65.00</p>	<p>New Willard Drop Head, Special. \$42.50</p>	<p>Willard Cabinet Special, at. \$49.50</p>	<p>Lessing, New. \$33.00</p>
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No Phone or Mail Orders Accepted on Specials. Picot and Hemstitching, 10c per yard. Needles and Supplies for All Make Machines.

July Clearance

Tomorrow begins a great sweeping Clearance of summer merchandise—with prices down quickly by the impelling power of drastic reduction.

<p>June Peas With This Coupon and 9 1/2c Rivertide Brand Early June Peas, good quality. (S) Basement.</p>	<p>Hawaiian Pineapple With This Coupon and 19c Hillside Brand Hawaiian Pineapple, broken slices; No. 2 can. (S) Basement.</p>	<p>Morton's Salt 2 for 9c With This Coupon Only Morton's Triangle Brand Table Salt; two-pound packages. (S) Basement.</p>	<p>\$2.25 Longcloth With This Coupon and \$1.49 36-inch Longcloth, soft chambray finish; grade, for general use; ten yards in each piece. (S) First Floor.</p>	<p>30c Odorono With This Coupon and 21c Regular 30c bottles of Odorono, for excess perspiration. (Tax, 1c extra) First Floor.</p>
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\$1.25 Perfect Quality 81x90 Seamless Sheets 98c

Another record-breaking sale of sheets for Monday, presenting old-time savings that alert housewives will be quick to appreciate.

They are perfect quality sheets, made from firm woven, heavy, round-thread cotton—the long-wearing kind. Full 81x90 double-bed size, handtorn and ironed, finished with good-sized hem.

\$2 Extra Length (81x99) Seamless Sheets, \$1.49

Note the desirable size of these sheets. The kind used with satisfaction by our customers. Extra special at \$1.49 each.

50c Pillowcases, 35c

45x36 Pillowcases, full bleached and made from superior quality muslin, dependable for service. For regulation size pillows.

16c Yard-Wide Cotton, 12 1/2c

Bleached Cotton of even round-thread quality, excellent for general use. Full 36 inches wide.

Goldenberg's—First Floor.

White Satin Camisoles, \$1.25

New lot of White Satin Camisoles, superior quality, made with built-up shoulders, daintily trimmed with lace in front and back. All sizes.

Window Shades 55c

Heavy Opaque Window Shades, mounted on good strong spring roller, light and dark colors. Complete with fixtures; perfect quality.

Goldenberg's—Fourth Floor.

19c Bleached Huck Crush 11c Yard

3,000 yards of Bleached Huck Crush, a close woven, absorbent grade for roller or tea towels. (Limit, ten yards.)

Goldenberg's—First Floor.

"Roy" Garment Bags 39c

"Roy" Garment Bags are the cheapest clothes protectors you can buy. They are big, durable bags, mothproof, dustproof, airtight, germproof, dampproof. Each has a durable hook and accommodates several clothes hangers full of clothes. 28 inches wide, 50 inches long.

Goldenberg's—Basement.

Sale of Cretonne Cushions

69c Values 37c
\$1.25 Values 69c
\$1.75 Values \$1.00

A chance to purchase Cushions for the lawn, porch, hammock or sofa at unusually low prices. Filled with soft, fluffy silk floss and cotton; light and dark colorings in beautiful patterns.

Sale of Women's New Summer Nightgowns

Extra Special Values at..... \$1.69

All are brand-new and of first grade materials—just the styles wanted for summer comfort. Of beautiful lingerie cloth, in new sleeveless and short sleeve models, with square and round necks, trimmed with dainty laces and insertions of fine quality. Full cut and neatly made.

Women's Summer Petticoats

White Satine Petticoats, \$1.25

Double Panel White Satine Petticoats, good quality; straightline model, with tailored hem and elastic waistband. All lengths.

Extra Size Petticoats, \$1.75

Extra Size White Satine Petticoats, with double panel, flounces of tucks and narrow ruffles; elastic waist; all lengths.

\$2.50 Muslin Petticoats, \$1.98

Summer Petticoats, of soft-finish muslin, made with flounces or rows of val lace insertions and embroideries. Regular and extra widths. Guaranteed waistbands. All lengths.

Goldenberg's—Third Floor.